

GUARDIANS OF THE FUTURE

CAMPAIGN GUIDELINES

We're using a simple red spot as a strong, culturally-relevant design motif. It's representative of the key visual symptom of measles—a red splotchy rash. These guidelines are designed to assist you with producing and printing your own local information in the campaign style.

Please contact the programme team:

- to approve material that uses these guidelines
- if you require a new campaign element to be designed
- before progressing to print and dispatch.

If you have any queries about this material, please contact

Te Hiringa Hauora: measles.campaign@hpa.org.nz

COLOURS

SPOT RED

PANTONE 7427 C
HEX #8B0209
RGB 139, 2, 9
CMYK 0, 100, 95, 50

BACKGROUND ORANGE

PANTONE BRIGHT RED C
HEX #D83D26
RGB 216, 61, 38
CMYK 10, 91, 100, 1

PARTNER LOGOS

Where possible, partner logos should be positioned in the lower left corner of the composition. The Te Hiringa Hauora leaf may be used to set the logos in from the edge of the layout. Use the 'a' in 'hpa' to space the logos horizontally. Maintain this order for the logos.



The divider line should be the width of the Te Hiringa Hauora typeface.

EXAMPLE HEADLINES

GUARDIANS OF THE FUTURE

PROTECT PORIRUA AGAINST MEASLES

Place the spot behind headlines to make them prominent. Make the spot at least twice the height of the headline.

BE A GUARDIAN OF THE FUTURE

BE A KAITIAKI FOR YOUR WHĀNAU AND WHAKAPAPA

There are a range of headline formats that you may use to create materials. Here are some examples. Where possible, try to 'protect' single-stroke words by placing them between double-stroke words.

FONTS (AVAILABLE TO ACTIVATE IN ADOBE CREATIVE CLOUD)

GILL SANS NOVA INLINE

Tighten the letter spacing (this example tracking is -45)

Tighten the line spacing.

Headlines are a mix of Gill Sans Nova Inline for key words and Gill Sans Nova Light and Book for Secondary words. Try to achieve an even stroke weight between the Primary words and the secondary words.

GILL SANS NOVA LIGHT AND BOOK

Loosen the letter spacing (this example tracking is +40).

GILL SANS NOVA BOOK AND GILL SANS NOVA BOLD FOR SUBHEADS

Tighten the letter spacing (this example tracking is -20).

Loosen the line spacing.

Gill Sans Nova Book for body copy. Minimum type size 10pt. Add letter spacing (this example tracking is +10) and line spacing that lets the copy breathe (this example: 10pt/15pt). Use macrons for Māori words.

TAGLINE /WEBSITE LINK

Where possible, the website link should be positioned in the lower right corner of the composition. The 'O' in 'PROTECT' may be used to set the link in from the edge of the layout.

Minimum size 25mm

PROTECT AGAINST MEASLES .org.nz

This vertical anchoring line should only be used alongside the website link. It should match the width of the 'I' in 'AGAINST'.

PROTECT AGAINST MEASLES .org.nz

Use the inner circle of the 'O' to place the anchoring line.

INCORPORATING IMAGERY

Try to limit the number of circles in a layout to 12 and the variety of circle sizes to 4.

Orange spots may be placed within red spots.

Photographs of people may be placed within the red spot.

Red spots may be placed over the top of people, but never over their heads or reproductive organs.

Add a shadow to the image in the lower section.

Spots may only intersect when there is a person (or people) inside them.

More than one person may be placed inside connected spots.

Place a spot behind the website link or a headline to make it more prominent. Where possible, make the spot at least two times the height of the headline.

PROTECT AGAINST MEASLES .org.nz